



Brand Standards Manual

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Brand Blueprint

Target customer

PRIMARY

Businesses seeking new clients in their immediate area.

SECONDARY

Businesses seeking new clients in other regions and countries.

OPPORTUNISTIC

Business leaders looking for more meaning in their lives.

Our vision

Changing the way the world does business®

Our purpose

BNI provides Member-businesses with new client opportunities.

Our core values

- Givers Gain® • Building Relationships • Lifelong Learning • Traditions + Innovation
- Positive Attitude • Accountability • Recognition

Brand positioning

For business owners and leaders who seek new business opportunities, BNI is the business partner that helps build trust-based relationships that generate referrals to deliver sustainable growth.

Brand personality

- Professional • Positive • Welcoming • Energetic • Trustworthy • Friendly • Fun • Caring

Brand philosophy

Givers Gain®

Points of difference

- The largest referral networking organization in the world • More than 70 countries • Over 270,000 members • Over 35 years of experience • A proven structured system
- Dr. Ivan Misner • Terrific culture

Brand proposition

BNI's system fosters strong relationships that generate new clients.

Member Benefits

rational = relationships, referrals, personal development, revenue, growth

emotional = belonging, confidence, hope, optimism, pride

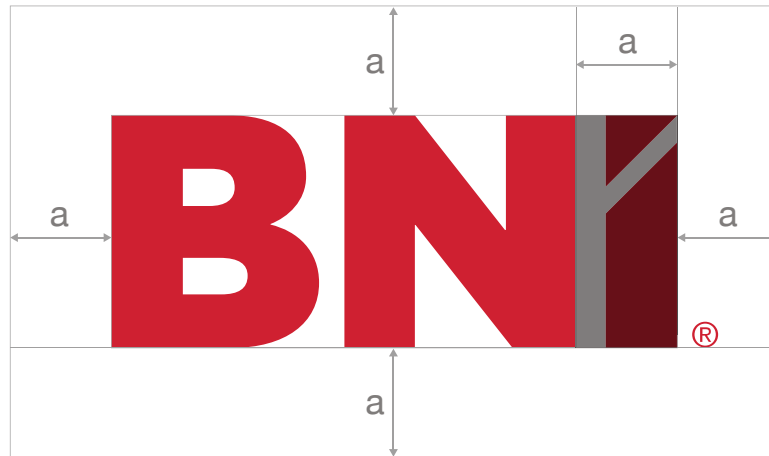
The BNI Logo

The bold BNI logo is a custom font designed to deliver a clean and contemporary look with powerful visual impact. Red is a power color. It represents physical energy and symbolizes action, confidence, courage and leadership. The diagonal white line on the “I” represents professional and personal growth of the member.



The BNI Logo

Area “a” indicates the measurement equal to the gap between the letters “N” and “I” together with the width of the letter “I”.



Brand Colors

The primary BNI color is the BNI Red. Sterling Grey is used as a secondary color in the brand's house style where necessary.

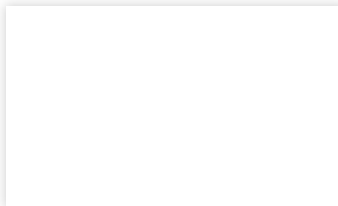
BNI Logo

BNI Red



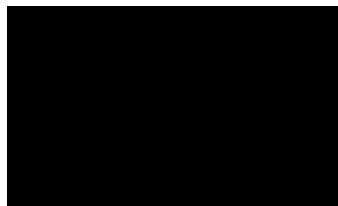
Digital: Hex #CF2030
Print: CMYK 12, 100, 90, 3
PMS: Pantone 186
RGB: 207, 32, 48

True White



Digital: Hex #FFFFFF
Print: CMYK 0, 0, 0, 0
RGB: 255, 255, 255

Power Black



Digital: Hex #000000
Print: CMYK 0, 0, 0, 100
PMS: Pantone Process Black
RGB: 0, 0, 0

Secondary Elements

Sterling Grey



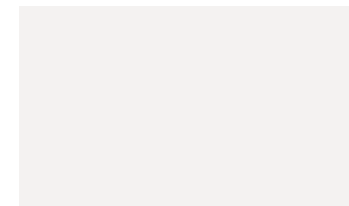
Digital: Hex #C8C8C8
Print: CMYK 20, 15, 15, 0
PMS: Pantone Cool Grey 3
RGB: 200, 200, 200

Granite Grey



Digital: Hex #64666A
Print: CMYK 60, 50, 45, 20
PMS: Pantone Cool Grey 10
RGB: 100, 102, 106

Sterling Light Grey



Digital: Hex #F2F2F2
Print: CMYK 3, 3, 3, 0
PMS: Pantone Cool Grey 3 / Opacity 20
RGB: 244, 244, 244

Registered Trademarks

The Registered (®) symbol must always be present when using these phrases. The symbol must always be superscript and placed in the correct spot of the phrase.

BNI®

Business Network International®

BNI Connect®

BNI® Foundation

BNI® Online

BNI® Podcast

BNI® Business Builder

Changing the Way the World Does Business®

Dr. Ivan Misner®

Givers Gain®

International Networking Week®

Local Business – Global Network®

Proper Logo Usage

Do use the BNI logo on your marketing materials.



Logo **should always be used** in **BNI red** color when the background is white or a bright image.

*black & white versions of the logo can be used on occasion.



Do use the black - positive logo on black and white print materials only.



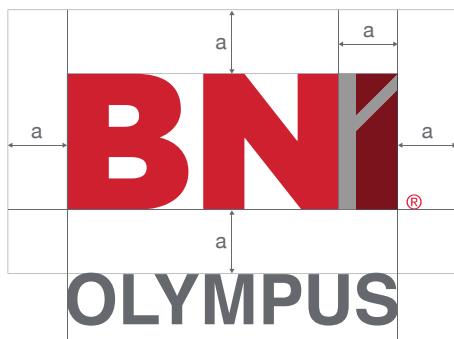
Do use the white - reversed logo on red, dark or black backgrounds. Logo should always be transparent.



Proper Logo Usage

Chapter/Region name combination with logo

Any word/s near the BNI logo indicating Chapter/Region names should be placed below the safe area “a” as defined under the logo itself.



In case of the BNI Logo + Chapter/Region name Combo, the name should be used:

- always in Granite Grey, with all capital letters
- without the descriptor under the logo
- by always keeping the safe area “a” below the logo
- always aligned to the width of the logo, to the left edge of the “B” and the right edge of the “i”
- always with same size font established with the first line of the name (if the name requires more than one line) and should be centered underneath accordingly



In cases of the Chapter/Region name having a small amount of characters, the name will still follow the parameters of the safe areas.

The width of the Chapter/Region name will follow the guides as shown below:

Four characters



Three characters



Two characters



Five characters or more will follow the specifications described previously

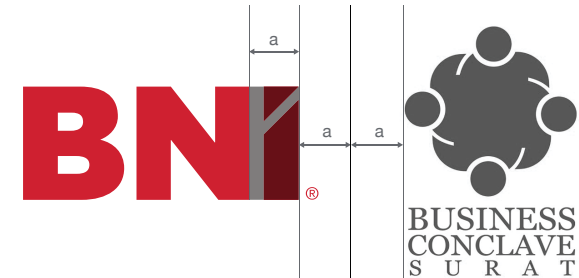
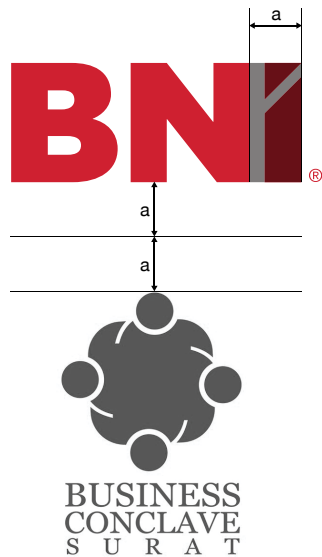
Proper Logo Usage

Composite logo guidelines

There is one branding symbol in BNI, the BNI logo. Any other design should be avoided to insure the maximum exposure and recognition of the BNI brand.

In case of a specific need to combine the BNI logo with any other design, the following parameters should be met:

- Composite logos can be horizontal or vertical as shown below
- The BNI logo should always appear in the primary color
- Any other design should be in Granite Grey
- The composite logo should always use a divider line as shown below
- The distance between the BNI logo, the line and the design should follow the guidelines as shown below



Proper Logo Usage

Use in images

When the application of the logo on photo background is requested, we use only the primary brand color - BNI Red - as shown below.

When the image has dark elements where the logo should be placed, we use the white version of the logo.



Improper Logo Usage



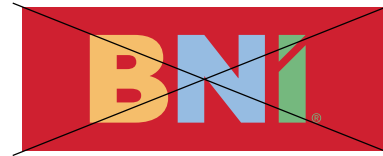
DO NOT create “ghosted”, tinted or watermarked version of the logo



DO NOT place the logo within copy



DO NOT retypeset the BNI initials for logo use



DO NOT modify the logo colors



DO NOT alter the proportional relationship of the logo elements



DO NOT change the logo's orientation



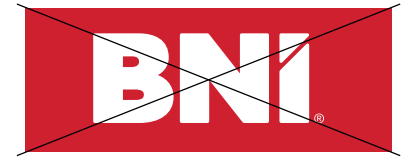
DO NOT distort or alter the proportions of the logo



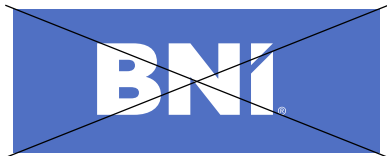
DO NOT add anything on the logo



DO NOT remove anything from the logo



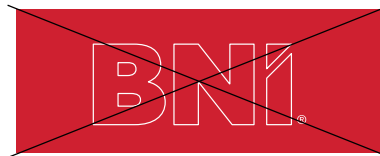
DO NOT create bolder versions of the logo



DO NOT modify the background color



DO NOT use the black version on colored background



DO NOT create outlined versions of the logo



DO NOT create shadow behind the logo



DO NOT place the logo on patterned background



DO NOT place patterned background inside the logo



DO NOT create “themed” logos



DO NOT apply the logo in a floating box



DO NOT add a tagline, add promotional copy or create departmental logos (refer to page 9)

Secondary BNI Logo

For audiences not familiar with BNI, the BNI logo will be used with the description.



Secondary BNI Logo

Area “a” indicates the measurement equal to the gap between the letters “N” and “I” together with the width of the letter “I”.

Area “b” equals the gap between the letters “N” and “I” only.



Fonts

The official font of BNI is **Helvetica Neue**.

Due to fact that this typeface is no longer a standard in Microsoft Office internationally, the font **Arial** may be used as a substitute.

presentations, digital and print collateral, trainings and correspondence.

The Ideal typesets for headings are Helvetica Neue Bold or Arial Bold.

The official fonts should be used in all marketing materials,

Helvetica Neue Approved Weights

Helvetica Neue Regular/Roman

Helvetica Neue Italic

Helvetica Neue Bold

Helvetica Neue Bold Italic

Helvetica Neue Light

Helvetica Neue Light Italic

Arial Approved Weights

Arial Regular

Arial Italic

Arial Bold

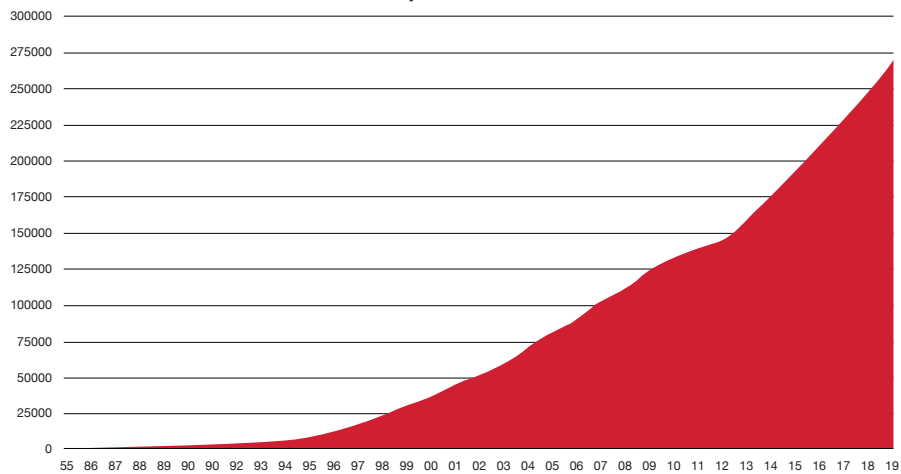
Arial Italic

Super Graphic

The BNI Super Graphic represents BNI's membership growth from 1985 to 2019. It also represents Member growth.

The grey color represents the new Member on-ramp and the building of trusted relationships. The red represents accelerated business and personal growth.

BNI Membership Growth 1985—2019



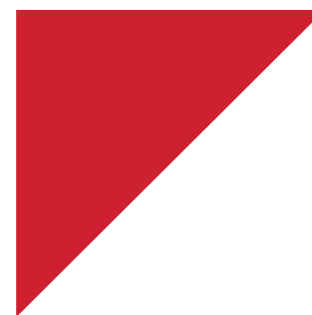
Super Graphic

The Super Graphic is an element linked to the core of the brand. The BNI Super Graphic symbolizes the continuous growth and development of the organization and the members. A Super Graphic is used in multiple designs as shown below:

Primary Super Graphic



Secondary Super Graphic



Both Super Graphics must follow the same usage guidelines as the BNI logo, explained on page 12.

The colors of both Super Graphics are not meant to be changed, and are only meant for areas with a white background.

The Primary Super Graphic should not touch any other elements in a layout, aside from minimal white text on the red area (shown on subsequent pages).

The Primary Super Graphic must always be anchored to the bottom-right corner of the layout when being used.

The Secondary Super Graphic must always be anchored to the top-left corner of the layout when being used.

Super Graphic

Applications



Type 1

Image with SG 1



Type 2

Image with SG 2

Super Graphic

Applications

SG 1
Horizontal Format



SG 1
Vertical Format



Photo Style

Our photo style uses a depth of field so that the viewer can focus on elements that are important to telling a story. Environments often depict a BNI networking meeting. To avoid visual clutter, backgrounds should be in soft focus so

that the core subject(s) in the foreground can be in sharp focus. The opposite effect should be used to bring the viewers attention to subjects in the background.

Depth of Field



Background

People
Depth of field
Bright

Foreground

Professional
Positive
Welcoming
Engaging
Trustworthy
Friendly
Helpful

Photo Style

Examples of Photography



Photo Style

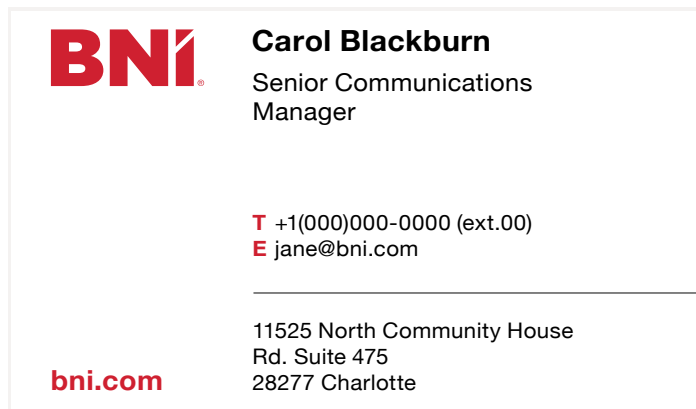
Examples of Photography



Templates

Business Card

A Side



B Side



Templates

Name Badges

Version 1

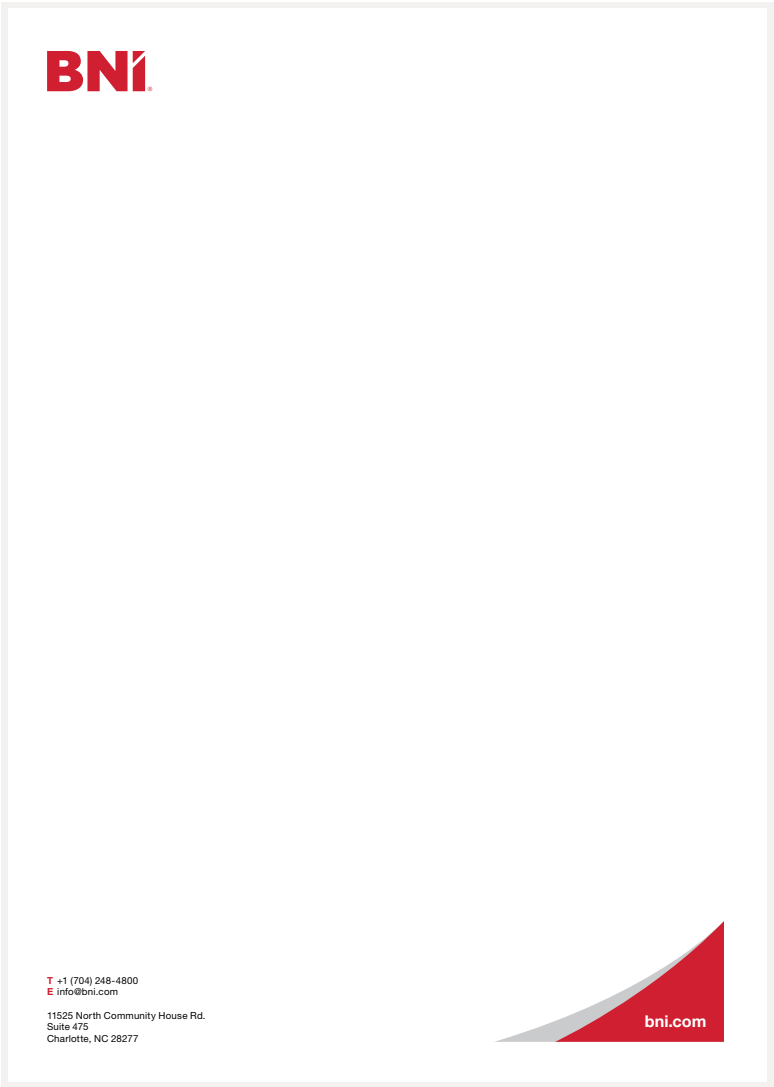


Version 2



Templates

A4 Letterhead



Templates

Email Signature

Dear Will,

Thank you for sharing some information about writing a standard email. My name is Rasa nezhad. I'm from Iran. I'm an English teacher. In your profile, you mentioned you speak four languages and you are looking for another one to start learning. I recommend Persian. It's not easy to learn but it helps you to enter a unique culture, literature and community. I can honorably teach you. So , if you're interested, don't hesitate to let me know.

Best wishes

Carol Blackburn
Senior Communications
Manager

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E jane@bni.com



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11525 North Community House Rd.
Suite 475
Charlotte, NC 28277



Templates

Chapter Banners



Templates

Power Point



Title of Presentation Goes Here

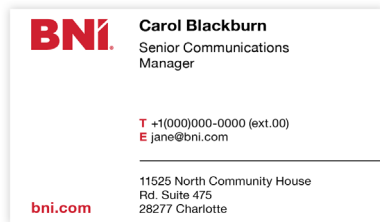


Templates

Cloisonné Pins



Promotional Items





Should you have any questions regarding branding,
please reach out to branding@bni.com